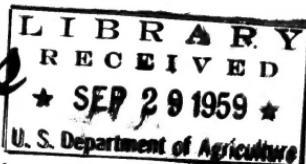


1959 - 1960 SPECIALIST'S

WHOLESALE CATALOGUE

Fuchsias
and Pelargoniums



When you display a brand new flower in your nursery it shows your customers that you keep up-to-date on varieties. Better yet, you'll have something to sell at a profit to the customer who otherwise "has everything."

All our 2½" plants are ready for larger pots or gallon cans when you receive them. No long wait for that extra profit.

12 new 1960 Fuchsias.....	pages 2, 3 and 4
3 new Pelargoniums.....	page 5
1 new semi-dwarf Geranium.....	back page
1 new species Pelargonium.....	back page
2 new Fancy-Leaf Geraniums.....	back page
4 new Ivy-Leaf Geraniums.....	back page

SCHMIDT NURSERY

355 LAMBERT AVENUE

• PALO ALTO, CALIFORNIA

DAvenport 2-4501

... before ordering

please read these TERMS OF SALE

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No order shipped that totals less than \$5.00. NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.

We do not sell rooted or unrooted cuttings, but only well grown and established plants in 2½" pots.

Our terms are cash with order, unless you make other arrangements with us AT THE TIME YOU ORDER, for payment at delivery date.

All prices F. O. B. Palo Alto. No charge for packing.

We suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are NOT responsible for the safe arrival of plants after they have been accepted in good order by the carrier. CLAIMS FOR DAMAGE IN TRANSIT (broken plants, delay in delivery, etc.) SHOULD BE FILED WITH THE CARRIER ON DELIVERY.

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please indicate on your order when you would like to have the plants and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We never substitute if sold out of a variety you have ordered and so suggest you PLEASE GIVE A SECOND CHOICE WHENEVER POSSIBLE.

... about ordering Early



Last season we were sold out of most items in about a month after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of Pelargoniums and other items **in less than one month** after this catalogue reaches you. Since our production is so limited, we urge you to **order as soon as possible** after you receive this catalogue. This is not high-pressure business but a statement of fact — each year the late orders are out of luck. Each year we mail back many orders that arrive too late.

This does **not** apply to the new 1960 Introductions. We keep "open book" for them and hope to be able to supply plants even late in the season.

FUCHSIAS 1960 INTRODUCTIONS

Once again — as each year since 1939 — we are pleased to offer exclusively the finest of new fuchsia originations by well known hybridizers.

The new introductions are listed alphabetically below. Price schedule is at the end of descriptions, page 4.

ALLEGRA (Schnabel-Paskesen) — Originator's description: A new development in flower form — the "shattered" variety! The loose, flaring corolla is a lively rose bengal, the reflexed sepals and tube a medium rose. The blooms of **Allegra** are large, "shattered," yet retain perfection of form, and the color shadings (tone on tone) are subtle yet vibrant. Plant is an arching type trailer, medium sized foliage, heat tolerant, garden tested.

BELVEDERE (Reedstrom) — From originator's description: Very large double corolla pale blue, mottled dark pink. The mass of short petaloïds is pink. Sepals are dark pink to red, turn back over the heavy tube. A strong, upright bush. **Belvedere** was awarded the Leo Lee Memorial Award for the best unintroduced seedling at the California National Fuchsia Society Show at Los Angeles, in 1959.

BLUE'N'WHITE (Brand) — Large double spreading corolla lilac blue, outer smaller petals overlaid phlox pink. Short waxy tube; long broad, white sepals are tinted blush, tipped pale green. A fine hanger, produced by the originator of "San Leandro" and others.

CAPRI (Schnabel-Paskesen) — Originator's description: **Capri** is from our strain of giant fuchsias. The corolla of the huge, heavily petalled blooms is a deep rich blue-violet. The short, thick tube and the broad, granular sepals are glistening white. The sharp color contrast between corolla and sepals plus the perfect classic form of the blooms makes **Capri** a fuchsia of distinctive beauty. Plant is an arching type, medium sized foliage, heat tolerant, garden tested.

ENCORE (Reedstrom) — From originator's description: An excellent natural trailer which needs little pinching to produce a lovely basket. Large double blooms are amethyst, mottled with pink, fading to clear white at the base, blending into sepals of purest white. **Encore** is a neat, compact fuchsia, doing best in a shady location.

FIERY SPIDER (Munkner) — Single corolla crimson with decided orange flush; long thin tube deep carmine, long narrow sepals pale salmon, tipped light green. Good strong hanger, long blooming season. Showy.

JINX (Schnabel-Paskesen) — Originator's description: A medium sized pot plant or small trailer with single flowered blooms having broader sepals than the usual single variety. The corolla is a deep carmine, tube and sepals are waxy white with the underside of the sepals faintly brushed with carmine. **Jinx** is a free flowering plant with medium sized foliage, dark green leathery leaves, extremely heat tolerant and suggested for warm weather areas.

PAPOOSE (Reedstrom) — From originator's description: A new addition to the small fuchsias. A heat-resistant plant, very easy to grow, will do well in southern California. The small semi-double corolla is darkest purple, sepals bright red. **Papoose** is profuse blooming, with colorful little flowers covering the plant all season. It is versatile, making a good bush, basket, and a most effective small standard.

PETER PAN (Erickson) — Blooms in abundance and for the entire season. Single corolla orchid and lilac, tube and upturned sepals pink. Medium sized leaves on naturally branching hanger. One of the best during hot weather.

ROSIE O'GRADY (Hodges) — Large globular double, lovely soft rosy pink; tube and sepals blushed white and tipped pale green, underside of sepals pink. Good hanger, does not form berries and so has a long blooming season. One of the finest pink trailers we have seen.

RUFFLES (Erickson) — Distinctly ruffled, double and spreading corolla deep violet, small outer petals marbled pink, with noticeably long stamens; short waxy tube; broad upturned sepals deep pink, tipped green. Small-medium leaves, free blooming hanger.

TIFFANY (Reedstrom) — From originator's description: Large double pure white corolla, with lovely upturned sepals palest pink. Tube and upper side of sepals white. Trailer with lustrous medium sized foliage and clusters of large white blooms. Tested in three different climates and found to be a strong, heat resistant plant.

Please note that we cannot accept your order for any of the above described non-patented 1960 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1960 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery. Of most varieties plants will be available earlier in 1960.

WHOLESALE PRICES for Allegra, Belvedere, Blue'n'White, Capri, Encore, Fiery Spider, Jinx, Papoose, Peter Pan, Rosie O'Grady, Ruffles and Tiffany. Strong plants grown in 2½" pots:

5 plants of one variety.....	each 45¢
10 plants of one variety.....	each 40¢
25 or more of one variety.....	each 35¢

Established **minimum RETAIL PRICE** for Allegra, Belvedere, Blue'n'White, Capri, Encore, Fiery Spider, Jinx, Papoose, Peter Pan, Rosie O'Grady, Ruffles and Tiffany, **for the entire year of 1960**, is 75¢ for plants in 3" pots or smaller containers, \$1.00 each for 4" pots or larger containers.

1959 AND OTHER NEWER FUCHSIAS

ANGELA LESLIE (Pat. Appl.) — Very large double medium pink, deep pink sepals. Strong upright. Excellent. **35¢.**

APPLE BLOSSOM (Schnabel-Paskesen, Orig. 1953, reintroduced 1960) — Petite single flaring shell pink. Low spreading; dark green foliage, heat tolerant. **25¢.**

CANDLELIGHT (Trade Mark Reg.) — Large double, purple to carmine blends, broad white sepals. Medium, bushy upright. **35¢.**

HINDU BELLE — Single corolla distinctive plum to red, sepals palest carmine. Upright, stands heat. **25¢.**

LITTLE SISTER — Extra low, bushy grower, with lots of single orchid pink flowers. **25¢.**

MARIN BELLE — Single bell-shaped, violet; upturned sepals pink. Upright, free blooming. **25¢.**

MISS VALLEJO (Patented) — Very large double deep pink, sepals light pink. Upright. Fine. **35¢.**

PERKY PINK — Double palest pink, broad deep pink sepals. Free bloomer, stands heat. **25¢.**

RED HOT — Tube, sepals and double corolla from cardinal to deep crimson. Upright. No other one like it. **25¢.**

TING-A-LING — Masses of single, flaring, all-white flowers. Upright. Stands heat. Tops. **25¢.**

HANGING POT OR TRAILING FUCHSIAS

ANGEL'S FLIGHT — Long semi-double white corolla, recurved light pink sepals. Free blooming. **20¢.**

DOCTOR OLSON — Double orchid pink and mallow, sepals red. Large, showy, early and free blooming. **25¢.**

GOLDEN GLOW — Single, more "yellow" than other orange fuchsias. Heavy bloomer. Stands heat. **20¢.**

PINK GALORE (Trade Mark Reg.) — Double, beautiful soft rose, sepals deep pink. One of the best all-pink fuchsias. **35¢.**

PRELUDE (Trade Mark Reg.) — Double violet, heavily marbled pink and white. Long white sepals. **35¢.**

RED JACKET (Trade Mark Reg.) — Large double white, sepals bright red. Showy color contrast. **35¢.**

SAN JOSE — Double white, sepals red. Very large and free flowering. **20¢.**

SHALIMAR (Trade Mark Reg.) — Huge double, lavender blue, marbled rose. Sepals white, blushed. Tops. **35¢.** Labels only, 10¢ each.

STRAWBERRY SUNDAE (Trade Mark Reg.) — Fully double strawberry pink, sepals waxy white. Different. **35¢.**

THUNDERBIRD (Patented) — Double crimson, long tube and long sepals carmine. Outstanding. **35¢.**

WAIKIKI (Patented) — Large double deep carmine-red corolla, sepals pale pink. Very fine. **35¢.**

WALTZTIME (Trade Mark Reg.) — Double deep and light pink, sepals white, blushed, tipped green. Exquisite. **35¢.**

AGREEMENT

with the Schmidt Nursery

Covering the New 1960 Fuchsia Introductions

This agreement covers the following 1960 Fuchsia Introductions: Allegra, Belvedere, Blue'n'White, Capri, Encore, Fiery Spider, Jinx, Papoose, Peter Pan, Rosie O'Grady, Ruffles and Tiffany.

Excepting the above named twelve varieties and all the patented and Trade Mark Reg. varieties listed in this catalogue, there are no propagating restrictions on any of the other varieties listed in this 1959-1960 Wholesale Catalogue.

The undersigned purchaser hereby agrees NOT TO PROPAGATE FOR ANY PURPOSE, wholesale or retail, or sell without the individually furnished copyright label bearing the variety name and the name of the originator, any or all plants of above name 1960 Fuchsia Introductions BEFORE JANUARY 1, 1961. The undersigned further agrees not to sell the said variety named fuchsia plants at retail for less than the minimum retail price set forth in this 1959-1960 catalogue on page 4, except as otherwise provided in the Fair Trade Act applicable.

The undersigned purchaser further agrees, that in case he should give away, exchange, or sell for any price, any or all plants of the varieties covered by this agreement and purchased from the Schmidt Nursery, 355 Lambert Avenue, Palo Alto, to any other professional grower or nursery, *he will inform the other professional grower or nursery of the above described Propagating Restrictions* covering the 1960 Fuchsia Introductions in question.

Date

Please Print — Name of Nursery

Signed by

Street or R.F.D.

City

Zone

State

SHALIMAR LABELS FOR SALE

Shalimar is Trade Mark Reg. and labels are available from us at 10¢ each plus postage. No other Patent or Trade Mark Reg. labels for sale by us.

SCHMIDT NURSERY

355 Lambert Avenue • Palo Alto, California

DATE _____

AMOUNT ENCLOSED \$ _____

NURSERY NAME _____

(Please print plainly)

STREET OR R.F.D.: _____

CITY _____ **ZONE** _____ **STATE** _____

COUNTY _____ **SHIPPING ADDRESS, IF DIFFERENT
FROM MAILING ADDRESS:** _____

**SHIPPING ADDRESS, IF DIFFERENT
FROM MAILING ADDRESS:**

QUAN.	AMOUNT FORWARDED	
	TOTAL	
	AMOUNT FOR POSTAGE IF WANTED BY PARCEL POST	
	AMOUNT ENCLOSED	

LADY WASHINGTON GERANIUMS

Also known as Regal, Fancy, Show or Martha Washington Geraniums, and often as just Pelargoniums. Botanically *Pelargonium domesticum* varieties.

Strong plants from 2½" pots, ready for 4" pots or gallon cans.

Early delivery, right after January 1st, if so indicated on your order.

CARISBROOKE — Imported by us last year, this is the winner of all the highest awards in England. Similar to "Ballerina," but more ruffled and less apricot to its satiny pink and a good upright grower. Early and long blooming. Highly recommended.

DEEP PURPLE (Schmidt 1960) — Large ruffled purple with dark blotches overlaid velvety brown, changing to a lively blue-violet near petal edges. Strong, bushy grower, large umbels, good bloomer.

DELORES (Schmidt 1960) — Similar to our 1957 introduction "Happy Days," but of a clear light salmon without blotches. Fine upright grower, long blooming season. A lovely color.

Strong 2½" Pot Plants:

25 plants of one variety.....	45¢ each	5 plants of one variety.....	75¢ each
50 or more of one variety.....	35¢ each	10 plants of one variety.....	55¢ each

1959 AND OTHER NEWER PELARGONIUMS

AMOUR (1959 introduction) — Early bloomer, large umbels, large flowers. Attractive soft orchid, lilac undertone. **35¢.**

CORSAIR — White, small bright strawberry spot in each petal. Low, compact grower. Distinct. **30¢.**

DAWN — Large flowers, soft salmon pink, apricot undertone, darker top petals. **25¢.**

LITTLE KING (1959 introduction) — Resembles "Rogue" in coloring, but is a lower, bushier grower. **35¢.**

LA PALOMA — Very large flowers, white with palest flush. Good grower and bloomer. **30¢.**

PINK CHIFFON — Soft apricot pink with fluted petals. Free blooming. **30¢.**

ROGUE — Larger flowers and a livelier deep red than other dark varieties. Tops. **30¢.**

SHOW-OFF (1959 introduction) — Heavily ruffled rose pink, white center and edges, cross-veined deep rose pink. **35¢.**

SOUTH AMERICAN BRONZE — Flowers of brown and maroon, dark center, pale orchid border. Good novelty. **30¢.**

VICTORIA REGINA — White, long rose-red mark in each petal, flushed strawberry. Imported from Europe. **35¢.**

WEDDING GOWN — Ruffled glistening white, no markings of any kind. Large flowers, long blooming — the finest all-white to date. **30¢.**

FOUR IMPORTED ENGLISH IVY-LEAF GERANIUMS

BEAUTY OF EASTBOURNE — Very showy double rose cerise, light violet undertone. **35¢.**

EULALIA (Blue Peter) — Free flowering double light purple with "blue" tint. **35¢.**

LA FRANCE — Very large double lilac lavender with purple markings. **35¢.**

MRS. W. H. MARTIN — Double palest orchid, different from most varieties. **35¢.**

PRINCE VALIANT (Schmidt 1959) — Semi-dwarf geranium, single, "Nuit Poitevine" color with orange flush. Outstandingly showy color, exceptionally free flowering pot plant. First wholesale offer:

5 plants.....	75¢ each	25 plants.....	45¢ each
10 plants.....	55¢ each	50 or more.....	35¢ each

THREE OTHER IMPORTS FROM ENGLAND

PINK HARRY HIEOVER — Much like "Alpha," but flowers are light salmon pink. Very free blooming, showy in baskets. **35¢.**

PELARGONIUM CORIANDRIFOLIUM — This species has much-branched slender stems with ferny leaves and interesting pale orchid flowers. Long blooming season. Something different for baskets. **35¢.**

FREAK OF NATURE — Creamy white stems and leaf stalks, typically with a large creamy white center in the crinkly-edged green leaf, but varies considerably. Very rare and much sought after by collectors. **\$1.00 each.**

SCHMIDT NURSERY

355 Lambert Avenue



Palo Alto, California

Davenport 2-4501

Wm. E. Schmidt, originator and grower, thirty-five years in the nursery business. Member of the American Fuchsia Society, International Geranium Society, California Horticultural Society, California Association of Nurserymen, American Association of Nurserymen, Strybing Arboretum Society and the American Horticultural Council, Inc.

We are a Pinto Tag Nursery